



WEWS

ORDER

Flight Dates **09/07/12-09/10/12**

Contract / Revision **310206 /** Product **Romney for President 9.7-9.10.12**

Original Date / Revision 09/06/12 09/06/12 Agency Com 15%

Advertiser **Romney / Republican / Presi**
Billing Contact
138 Conant Street
Beverly, MA 01915

Agency **American Rambler Producti**

Buying Contact
138 Conant Street
Beverly, MA 01915
Sales Office EWSDC
Sales Region NAT
Agency Ref

Order Sep 00:20:00

Estimate # **65**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
 Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share 100% Market Value 75900

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	68	\$64,515.00	\$75,900.00	0.00	08/27/12	09/10/12	68	\$64,515.00	\$75,900.00
Totals	68	\$64,515.00	\$75,900.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	09/07/12	09/10/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	M--F--	:30	2	\$450.00	P-2	0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----F--		2				\$450.00		0.00			
		Week: 09/10/12	09/16/12	M-----		2				\$450.00		0.00			
N 2	WEWS	09/07/12	09/10/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	M--F--	:30	2	\$500.00	P-2	0.00	NM	4	\$2,000.00



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Contract / Revision **310206** Flight Dates **09/07/12-09/10/12**

Hiatus Dates

Original Date / Revision 09/06/12/ 09/06/12

Order Sep 00:20:00

Advertiser **Romney / Republican / Pre** Product **Romney for President 9.7-9** Estimate # **65**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 2	WEWS	09/07/12	09/10/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	M--F--	:30	2	\$500.00	P-2	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----F--					2	\$500.00		0.00			
		Week: 09/10/12	09/16/12	M-----					2	\$500.00		0.00			
N 3	WEWS	09/07/12	09/10/12	M-F 9-10a M-F 9-10a	CM	9-10a	M--F--	:30	2	\$450.00	P-2	0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----F--					2	\$450.00		0.00			
		Week: 09/10/12	09/16/12	M-----					2	\$450.00		0.00			
N 4	WEWS	09/07/12	09/10/12	M-F 10-11a M-F 10-11a	CM	10-11a	M--F--	:30	2	\$450.00	P-2	0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----F--					2	\$450.00		0.00			
		Week: 09/10/12	09/16/12	M-----					2	\$450.00		0.00			
N 5	WEWS	09/07/12	09/10/12	M-F 11-12p M-F 11-12p	CM	11a-12p	M--F--	:30	2	\$800.00	P-2	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----F--					2	\$800.00		0.00			
		Week: 09/10/12	09/16/12	M-----					2	\$800.00		0.00			
N 6	WEWS	09/07/12	09/10/12	M-F 12pm News M-F 12p News	CM	12-1p	M--F--	:30	2	\$700.00	P-2	0.00	NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----F--					2	\$700.00		0.00			
		Week: 09/10/12	09/16/12	M-----					2	\$700.00		0.00			
N 7	WEWS	09/07/12	09/10/12	M-F 2-3p M-F 2-3p	CM	2-3p	M--F--	:30	2	\$450.00	P-2	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----F--					2	\$450.00		0.00			
		Week: 09/10/12	09/16/12	M-----					1	\$600.00		0.00			
N 8	WEWS	09/07/12	09/07/12	M-F 3-4p M-F 3-4p	CM	3-4p	----F--	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----F--					1	\$800.00		0.00			
N 9	WEWS	09/07/12	09/10/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	M--F--	:30	2	\$850.00	P-2	0.00	NM	4	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----F--					2	\$850.00		0.00			
		Week: 09/10/12	09/16/12	M-----					2	\$850.00		0.00			
N 10	WEWS	09/07/12	09/10/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	M--F--	:30	2	\$1,100.00	P-2	0.00	NM	4	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----F--					2	\$1,100.00		0.00			
		Week: 09/10/12	09/16/12	M-----					2	\$1,100.00		0.00			
N 11	WEWS	09/07/12	09/10/12	M-F 7-730p 7-730p Wheel	CM	7-730p	M--F--	:30	2	\$2,000.00	P-2	0.00	NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----F--					2	\$2,000.00		0.00			
		Week: 09/10/12	09/16/12	M-----					2	\$2,000.00		0.00			
N 12	WEWS	09/07/12	09/10/12	M-F 730-8p 730-8p Jeopardy	CM	730-8p	M--F--	:30	2	\$2,000.00	P-2	0.00	NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



WEWS

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Contract / Revision **310206** Flight Dates **09/07/12-09/10/12**

Hiatus Dates

Original Date / Revision 09/06/12/ 09/06/12

Order Sep 00:20:00

Advertiser **Romney / Republican / Pres** Product **Romney for President 9.7-9.** Estimate # **65**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 12	WEWS	09/07/12	09/10/12	M-F 730-8P 730-8p Jeopardy	CM	730-8p	M--F--	:30	2	\$2,000.00	P-2	0.00	NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----F--					2	\$2,000.00		0.00			
		Week: 09/10/12	09/16/12	M-----					2	\$2,000.00		0.00			
N 13	WEWS	09/07/12	09/10/12	M-SU 11-1135P Late New M-SU 11-1135P Late New	CM	11-1135p	M--F--	:30	2	\$2,200.00	P-2	0.00	NM	4	\$8,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----F--					2	\$2,200.00		0.00			
		Week: 09/10/12	09/16/12	M-----					2	\$2,200.00		0.00			
N 14	WEWS	09/07/12	09/10/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	M--F--	:30	2	\$800.00	P-2	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----F--					2	\$800.00		0.00			
		Week: 09/10/12	09/16/12	M-----					2	\$800.00		0.00			
N 15	WEWS	09/07/12	09/10/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	M--F--	:30	2	\$350.00	P-2	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----F--					2	\$350.00		0.00			
		Week: 09/10/12	09/16/12	M-----					2	\$350.00		0.00			
N 16	WEWS	09/07/12	09/07/12	Friday Prime C Friday Prime C	CM	10-11p	----F--	:30	2	\$3,000.00	P-2	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----F--					2	\$3,000.00		0.00			
N 17	WEWS	09/07/12	09/10/12	Sa 6a-8a News Sa 6-8a News	CM	6-8a	-----S-	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S-					2	\$350.00		0.00			
		Week: 09/10/12	09/16/12	-----					0	\$0.00		0.00			
N 18	WEWS	09/07/12	09/10/12	SA GMA 8-9a SA GMA 8-9a	CM	8-9a	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S-					1	\$500.00		0.00			
		Week: 09/10/12	09/16/12	-----					0	\$0.00		0.00			
N 19	WEWS	09/07/12	09/10/12	NCAA 12p-330pm NCAA 12p-330pm	CM	12-330p	-----S-	:30	1	\$2,800.00	P-2	0.00	NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S-					1	\$2,800.00		0.00			
		Week: 09/10/12	09/16/12	-----					0	\$0.00		0.00			
N 20	WEWS	09/08/12	09/08/12	NCAA 330p-7pm NCAA 330p-7pm	CM	330-7p	-----S-	:30	1	\$2,800.00	P-2	0.00	NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S-					1	\$2,800.00		0.00			
N 21	WEWS	09/07/12	09/10/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----S	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S					1	\$800.00		0.00			
		Week: 09/10/12	09/16/12	-----					0	\$0.00		0.00			
N 22	WEWS	09/07/12	09/10/12	Sunday Prime A Sunday Prime A	CM	7-8p	-----S	:30	1	\$4,500.00	P-2	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S					1	\$4,500.00		0.00			



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Contract / Revision **310206** Flight Dates **09/07/12-09/10/12** Hiatus Dates
Original Date / Revision 09/06/12/ 09/06/12 Order Sep 00:20:00
Advertiser **Romney / Republican / Pre** Product **Romney for President 9.7-9** Estimate # **65**

														<u>Totals</u>		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N22	WEWS	09/07/12	09/10/12	Sunday Prime A Sunday Prime A	CM	7-8p	-----S	:30	1	\$4,500.00	P-2	0.00	NM	1	\$4,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	-----					0	\$0.00		0.00				
N23	WEWS	09/07/12	09/10/12	SU 11-1135P Late News SU 11-1135P Late News	CM	11-1135p	-----S	:30	2	\$2,200.00	P-2	0.00	NM	2	\$4,400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	-----S					2	\$2,200.00		0.00				
Week:		09/10/12	09/16/12	-----					0	\$0.00		0.00				
N25	WEWS	09/07/12	09/10/12	SU GMA 8-9A SU GMA 8-9A	CM	8-9a	-----S	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	-----S					1	\$500.00		0.00				
Week:		09/10/12	09/16/12	-----					0	\$0.00		0.00				
														Totals	68	\$75,900.00